BUSINESS ADMINISTRATION
(GREAT VALLEY)

Learning Outcomes
Upon completion of the MBA program, our graduates will:

• Learning Goal 1: Integrate theory, research, and practice from all functional areas—accounting, economics, finance, marketing, operations research, management, and organization—to solve business problems within dynamic environments.
  • Demonstrate ability to integrate the various business functions to good effect.
  • Demonstrate appreciation of the role of contexts when developing and executing strategy.

• Learning Goal 2: Critically evaluate and make ethical decisions with consideration for multiple stakeholders.
  • Evaluate and analyze the ethical dimension of decision-making.

• Learning Goal 3: Demonstrate communication behaviors that reflect an awareness of context, relationships, others' perspectives, and individual as well as organizational goals.
  • Communicate their intended message clearly and professionally to individuals, teams, and external stakeholders.
  • Demonstrate an ability to engage in perspective taking and conflict management.
  • Demonstrate an ability to adapt communication behaviors to dynamic, multicultural, and/or complex contexts.

• Learning Goal 4: Demonstrate an appreciation of technology as a strategic tool.
  • Identify and evaluate the functional, financial, operational, and social impact of technology.

• Learning Goal 5: Demonstrate knowledge of business in multicultural contexts and the opportunities and challenges of globalization.
  • Demonstrate an understanding of the impact of global markets and finance on business decisions.